

Attorney Docket No. 9400-43  
Application Serial No. 10/677,417  
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**In the Specification:**

At page 7, starting at line 24, please replace the paragraph with the following amended paragraph:

Figure ~~[[.]]~~ **12B** is a flow diagram illustrating the steps for pre-configuring a traffic predicting system in a first exemplary implementation of a third embodiment of the present invention.

At page 8, starting at line 4, please replace the paragraphs with the following text:

**Figure 16A** is a diagram of exemplary components of automated location-intelligent traffic notification systems and methods according to embodiments of the present invention.

**Figure 16B is a schematic illustration of a location intelligent traffic notification system according to embodiments of the present invention.**

At page 25, please replace the paragraph, line 18, please replace the paragraph with the following amended paragraph.

**Figure 16A** illustrates an exemplary system architecture for providing an automated and location-intelligent traffic notification system that can dynamically provide substantially real-time traffic conditions based on *in situ* determined personalized (custom) individual subscriber location data. As shown, the system **200** includes at least one traffic notification server **205** which can be a web server **205w** forming a general computing platform with network connectivity to other components of the system **200** over an IP (internet protocol) network. The system **200** can also include a subscriber database **15**, a traffic monitoring system **10**, a location determination system **210**, an interactive voice response system **215** and an SMS and/or interactive pager gateways and the like.